

27th June 2011

Denplan Goes Mediterranean

Following its successful launch in Ireland, Denplan has gone international once again this year to launch Denplan Malta.

Atlas Healthcare Group in Malta, a long-standing business partner of AXA PPP healthcare, became enthused with the idea of offering a quality, preventively-oriented capitation scheme in their country. After talking to local dentists they agreed to work with Denplan to operate a licensed product within the Maltese islands.

Although Malta is a small country, nearly 70 dentists packed into a meeting room to listen to the Denplan presentations - following which, Denplan's Chief Dental Officer, Roger Matthews, and Sales Strategy Manager, David Gibbons, answered questions from dentists into the evening.

Vice-President of the Dental Association of Malta, Dr David Muscat, presented the two with a copy of the Association's Journal and Catherine Calleja, Managing Director of Atlas Healthcare, pronounced the evening a 'great success'.

Roger Matthews commented: "This is a further step in Denplan's international ambitions. Malta has many similarities with both the UK and Irish markets and Denplan can use its unique knowledge and experience to really help dentists and patients in that country."

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Notes to Editors:

About Denplan

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating approximately 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for nearly 25 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

www.denplan.co.uk

Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover

Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover

Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover

Denplan Emergency: worldwide dental injury and dental emergency cover only

Denplan Enhance: interest-free patient loans of £250 – £25,000 for dental treatment

Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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About AXA

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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